

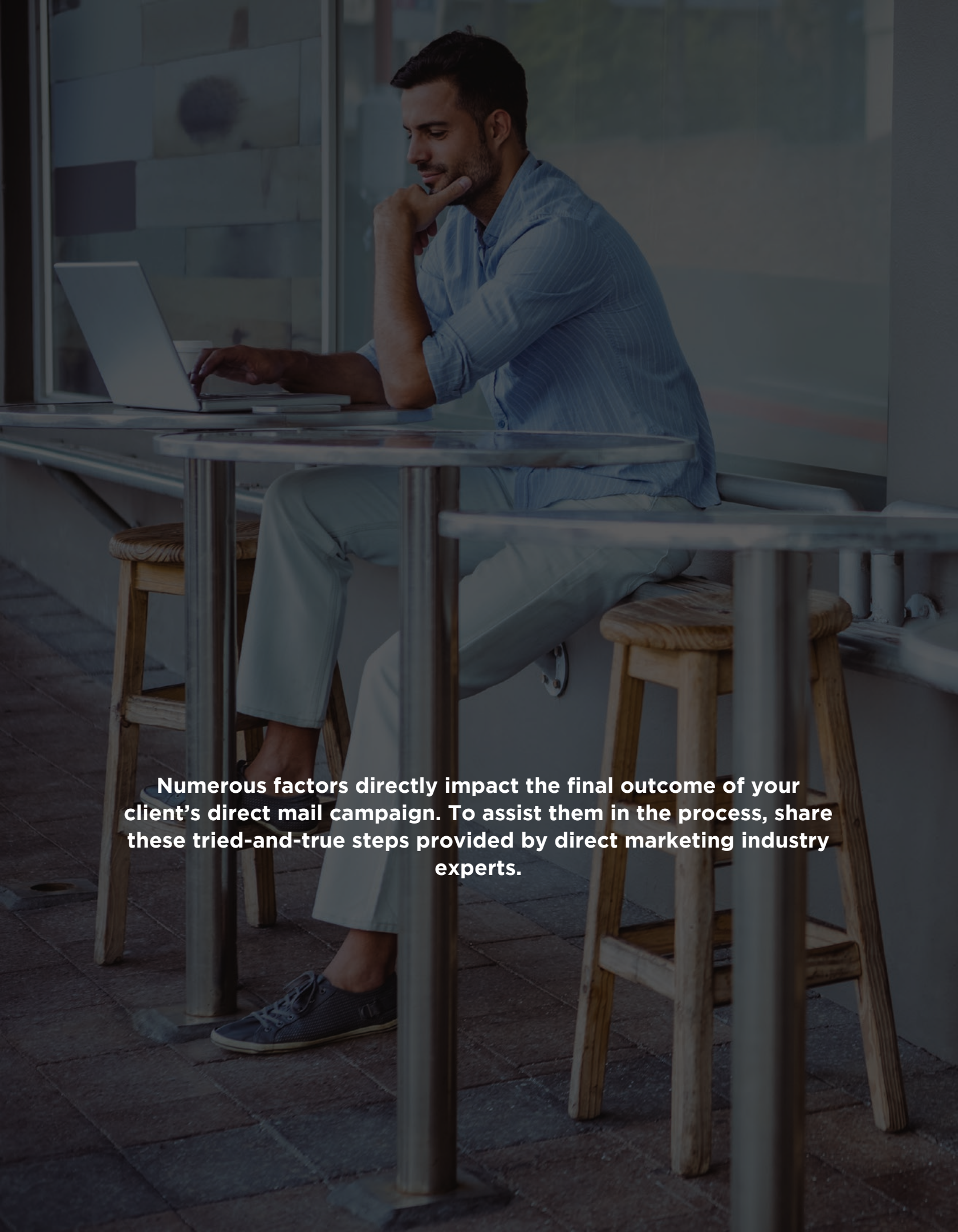


 **AccuData**  
INTEGRATED MARKETING

# 10 STEPS TO DIRECT MAIL SUCCESS

Expert Tips to Share with Your Clients that Utilize Direct Mail



A man with dark hair and a beard, wearing a light blue button-down shirt and light-colored trousers, is sitting at a table in what appears to be a cafe or office setting. He is looking at a laptop on the table, with his hand resting on his chin in a thoughtful pose. The scene is dimly lit, with a dark overlay across the entire image. The background shows a window with a view of a building.

**Numerous factors directly impact the final outcome of your client's direct mail campaign. To assist them in the process, share these tried-and-true steps provided by direct marketing industry experts.**



# 1

## **Establish Your Objective.**

You'll want to outline the primary objective of your campaign along with how you will ultimately measure your success. Are you seeking to acquire new customers, build brand awareness, or increase in-store or online traffic? While helping to set the tone of your campaign, this exercise will also allow you to communicate your expectations to stakeholders and partners.

# 3

## **Develop Your Offer.**

Your offer, giveaway, or premium needs to generate excitement while reinforcing the overall objective of your campaign. When writing your offer, remember that relevance to the audience and perceived value are key. Your offer should be clearly worded, easy to understand, and most importantly, hard to resist. Make sure to add an expiration/respond-by date to your offer to create a sense of urgency by your recipient.

# 2

## **Select Your Target Audience.**

The most critical decision you'll make in the campaign planning process is which list to use. The goal is to choose an audience whose needs are likely to match the products/services your company offers. This can be accomplished with demographic (for consumers) and firmographic (for businesses) targeting along with the selection of hyper-focused niche lists. Need assistance identifying your specific market? A list of your current customers can be used to create a highly customized lookalike audience of prospects. Either way, allow plenty of time for your list provider to research and make recommendations for you to consider.

# 4

## **Showcase Your Strengths.**

Highlight how your product or service offering will benefit the reader. Don't focus heavily on features, functions, and fancy, technical language; be clear and concise so that the information is easy for your recipients to read. Bullet points are an excellent way to achieve this. In the end, you want the readers to imagine themselves using, and benefiting from, your products and services.

## 5 **Establish a Clear Call to Action.**

Tell your readers exactly what you want them to do —be it call, click, download, or purchase. With a clear (and measurable) call to action, your recipients know what steps to take to redeem the offer you have provided. You'll want to reiterate your primary benefit and expiration date here as well. Remember, you want to focus on creating that sense of urgency. Offering several response mechanisms will be convenient for the reader and will allow them to respond via the channel they are most comfortable with.

**65%**

of consumers said they made a purchase as a result of receiving a catalog, postcard, or other piece of direct mail<sup>1</sup>

**40%**

of consumers reported trying a new business after receiving a mail piece from them<sup>2</sup>

## 6 **Create a Compelling Visual.**

Whether letter or postcard, parcel or newsletter, you need to have creative that is compelling and encourages the reader to take notice. Putting emphasis on quality design, printing, and materials will go a long way as direct mail is tangible. Also ensure that the message inside is well written, easy to understand, and free from spelling and grammatical errors. To add an extra touch, use segmentation, personalization, and relevant content for the feel of a one-to-one communication.





## 7 Track Your Responses.

Implement a system to accurately track responses. When a consumer responds, you want to ensure that you can capture two key elements: how they responded and how they heard about you. (The latter will be true particularly for campaigns that have incorporated multiple channels.) Tracking your responses and ultimately your conversions will allow you to properly calculate the ROI on your campaign.

## 8 Provide Immediate Follow-Up.

When a response is received, you'll want to follow up as quickly as possible. Providing excellent customer service at the onset will build confidence in your responders. This is critical, as for many, this will be the first contact they have had with your company. Beyond asking for the sale, the follow-up is also a means to open the consumer up to continued communication with your brand, whether through future mailings, email, or social media.

## 9 Know Your Next Steps.

Your direct mail campaign should not be "one and done" — having a follow-up plan is essential. Multiple impressions are often needed to get a consumer to take notice, so be willing to commit to a strategic sequence of additional mailings. With these, you'll want to maintain your brand (consistency in look and feel is essential to building familiarity), but consider making small changes to your creative and copy. And to extend your reach, add email into your existing direct mail program. Email is a cost-effective communication channel that can reach consumers quickly for an immediate response.

## 10 Optimize Through Testing.

When it comes to direct mail, each component of the process can directly impact the results you experience. Creating a testing strategy is the best way to ensure that you are sending the right creative with the right message to the right audience. Testing does not have to be complicated; you can begin by changing one component at a time to see how your response rates are impacted. This is a great way to optimize your marketing efforts and increase your overall success rate.

## How AccuData Can Help

A commitment to innovative direct marketing solutions coupled with superior customer service.

With AccuData as your data solutions provider, you will gain deeper insights into data product and service options as you leverage our collective understanding of the strengths each offering presents. Our data recommendations are unbiased and based solely on providing the right solution for your specific business needs.

Whether you seek prospecting, hygiene, or enhancement solutions, you'll experience an excellent reseller pricing structure and rapid turnaround that comes from our longstanding relationships with major compilers and data service providers.

For additional information on the topics discussed here, please contact a member of the AccuData team for assistance by calling 800-732-3440.





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### **About AccuData**

AccuData Integrated Marketing serves as an embedded data, insights and performance team to agencies and brands across the U.S. Backed by the power of more than 400 data providers and 30 years of real-world marketing expertise, AccuData's dedicated team helps businesses acquire, retain and grow a profitable customer base by driving direct marketing success.

**Sources:**

<sup>1</sup>ExactTarget, "2012 Channel Preferences Survey"

<sup>2</sup>Marketing Profs, "Print's Not Dead: Print Marketing will Thrive in 2014 and Beyond"

